



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 194823

Schedule Dates	09/04/12-09/10/12	Date Entered	08/30/12
Advertiser	Obama for America/D (9323)	Last Modified	08/30/12
Agency/T-Code	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Est. 1686 OFA Add to Sked A 9/4-9/10 (71314)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nagelberg, Dan	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	OFA /9/4-9/10/1686 Add to Sked A	Commission	\$10,290.00
Account Types	Local/Political Candidate Agency	Net Total	\$58,310.00
Billing Type	Calendar	Sales Tax	
Comments			

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Sep. 2012	29	\$68,600.00
Grand Total:	29	\$68,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/04/12-09/07/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	2		X	X	X	X			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/30/12
2.0	Normal Line / SPOT	09/04/12-09/07/12	4	:30	12:57P- ABC--THE CHEW	2		X	X	X	X			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/30/12
3.0	Normal Line / SPOT	09/04/12-09/07/12	4	:30	6:59A- ABC--GOOD MORNING AMERICA			1	1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/30/12
4.0	Normal Line / SPOT	09/04/12-09/07/12	4	:30	12:02A- ABC--JIMMY KIMMEL			1	1	1	1			4	\$350.00	\$1,400.00	WJLA Arlington (WJLA)		8/30/12
5.0	Normal Line / SPOT	09/04/12-09/07/12	4	:30	6:58P- WHEEL OF FORTUNE			1	1	1	1			4	\$2,600.00	\$10,400.00	WJLA Arlington (WJLA)		8/30/12
6.0	Normal Line / SPOT	09/04/12-09/07/12	4	:30	7:27P- JEOPARDY			1	1		1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		8/30/12
7.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	7:27P- JEOPARDY						1			1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		8/30/12
8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)			1						1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/30/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	12:57P- ABC--THE CHEW									1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/30/12
10.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:59A- ABC--GOOD MORNING AMERICA									1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/30/12
11.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	12:02A- ABC--JIMMY KIMMEL									2	\$350.00	\$700.00	WJLA Arlington (WJLA)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nagelberg, Dan	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	OFA / 9/4-9/10/1686 Add to Sked A	Commission	\$10,290.00
Account Types	Local/Political Candidate Agency	Net Total	\$58,310.00
Billing Type	Calendar	Sales Tax	
Comments			

WJLA Arlington (WJLA)		
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$2,600.00	\$2,600.00	WJLA Arlington (WJLA)		8/30/12
13.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	7:27P- JEOPARDY		1							1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		8/30/12
14.0	Normal Line / NEWS BRIEF	09/04/12-09/04/12	1	:30	10:28P- 10:30P (EST)			1						1	\$28,000.00	\$28,000.00	WJLA Arlington (WJLA)		8/30/12
15.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	10:01P- ABC-CASTLE		1							1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

New Order

Media: TV	Market: Washington, DC	Vendor: WJLA-TV	Billing To: GMMB
Client: Obama for America	Demo: Adults 35+		1010 Wisconsin Avenue, NW, #800
Product: Candidate Orders	Separation: 30	AE: Susan Petro	Washington, DC 20007
Estimate: 1686	Flight Start: 9/4/12	Phone:	
Description: OFA Add to Sked A 9/4-9/10	Flight End: 9/10/12	Phone: 202-572-2852	
Version: 1	Survey:	Fax: 202-338-2334	

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/4	Total Spots	Adults 35+ RTG	CPP
1	TuWThF,M 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$500.00	C 30	✓ 3	3		
2	TuWThF,M 1:00P-2:00P (THE CHEW)	DT	\$500.00	C 30	✓ 3	3		
3	TuWThF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00	C 30	✓ 5	5		
4	TuWThF,M 12:05A-1:05A (JIMMY KIMMEL)	LF	\$350.00	C 30	✓ 6	6		
5	TuWThF,M 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,600.00	C 30	✓ 5	5		
6	TuWThF,M 7:30P-8:00P (JEOPARDY)	PA	\$2,800.00	C 30	✓ 5	5		
7	Tu 10:00P-11:00P (NY MED)	PT	\$3,500.00	C 30	✓ 1	1		
8	Tu 10:30P-10:31P (PT POLITICAL UPDATE)	PT	\$28,000.00	C 30	✓ 1	1		
Total Spots:					29	29	0.0	
Total GRP/GIMP(000):					0.0			

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots	Total Gross CPP:	Total Net CPP:
9/2012	\$68,600.00 - 29	\$0.00 - 0	\$68,600.00 - 29	\$0.00	\$0.00
Total Gross Cost:			\$68,600.00		
Total Net Cost:			\$58,310.00		